Contents of Volume 34

Articles

Ammons, R. B., Butler, M. N. and Herzig, S. A. **A Projective Test for Vocational Research and Guidance at the College Level** ... 198
Baas, M. L. **Kuder Interest Patterns of Psychologists** ... 115
Barnette, W. L., Jr. **The Non-Respondent Problem in Questionnaire Research** ... 397
Barnette, W. L., Jr. **Reactions of Veterans to Counseling** ... 399
Berdie, R. F. **Scores on the Strong Vocational Interest Blank and the Kuder Preference Record in Relation to Self Ratings** ... 42
Bittner, R. H. and Rundquist, E. A. **The Rank-Comparison Rating Method** ... 171
Brayfield, A. H. and Reed, P. A. **How Readable are Occupational Information Booklets?** ... 325
Browne, C. G. **Study of Executive Leadership in Business. II. Social Group Patterns** ... 12
Browne, C. G. **Study of Executive Leadership in Business. III. Goal and Achievement Index** ... 82
Browne, C. G. **The Concentric Organization Chart** ... 375
Burke, L. K. and Taylor, E. K. **Rating Training and Experience** ... 381
Campbell, D. T. and Mohr, P. J. **The Effect of Ordinal Position upon Responses to Items in a Check List** ... 62
Carr, E. R. and Rothe, H. F. **Validity of an Objectivity Key on a Short Industrial Personality Questionnaire** ... 178
Carter, H. L. J. **A Combined Oral Reading and Psychogalvanic Response Technique for Investigating Certain Reading Abilities of College Students** ... 267
Cook, Lt. Comdr. E. B. and Wherry, R. J. **A Factor Analysis of MMPI and Aptitude Test Data** ... 260
Corso, J. F. and Lewis, D. **Preferred Rate and Extent of the Frequency Vibrato** ... 206
Cottle, W. C. **Card Versus Booklet Forms of the MMPI** ... 255
Cover, C. B. and Pressey, S. L. **Age and Route Sales Efficiency** ... 229
Davis, M. K. and Tiffin, J. **Cross Validation of an Abbreviated Point Job Evaluation System** ... 225
de Cillis, O. E. and Orbison, W. D. **A Comparison of the Terman-Miles M-F Test and the Mf Scale of the MMPI** ... 338
DuBois, P. H. and Watson, R. I. **The Selection of Patrolmen** ... 90
Dunlap, J. W. **The Effect of Color in Direct Mail Advertising** ... 280
Edwards, A. S. **The Myth of Chronological Age** ... 316
Ely, J. H., Kephart, N. C. and Tiffin, J. **Ortho-Rater Norms and Sex Differences** ... 232
Engelhardt, O. E. de Cillis. **The Minnesota Clerical Test: Sex Differences and Norms for College Groups** ... 412
England, A. O. **Getting Your Message Across by Plain Talk** ... 182
Farr, J. N. **Readability and Interest Values in an Employee Handbook** ... 16
Flesch, R. **Measuring the Level of Abstraction** ... 384
Ford, A., Rigler, D. and Dugan, G. E. **Point Centering of Signals on an Area** ... 429
Ford, A. H. **Prediction of Academic Success in Three Schools of Nursing** ... 186
Frandsen, A. N. **The Wechsler-Bellevue Intelligence Scale and High School Achievement** ... 406
Gaudet, F. J., Carli, A. R. and Dennegar, L. S. **Attitudes of Veterans toward Vocational Guidance Services** ... 347

Gilbert, C. **The Guilford-Zimmerman Temperament Survey and Certain Related Personality Tests** ... 394
Golin, E. and Lyerly, S. B. **The Galvanic Skin Response as a Test of Advertising Impact** ... 440
Goodman, C. H. **The MacQuarrie Test for Mechanical Ability. IV. Time and Motion Analysis** ... 27
Gray, J. S. **Custom Made Systems of Job Evaluation** ... 378
Gray, J. S. and Prevetta, P. **Fluorescent Light Versus Daylight** ... 235
Griffith, J. W., Kerr, W. A. and Mayo, T. B., Jr. **Changes in Subjective Fatigue and Readiness for Work During the Eight-Hour Shift** ... 163
Hay, E. N. **Cross-Validation of Clerical Aptitude Tests** ... 153
Hay, E. N. **The Application of Weber's Law to Job Evaluation Estimates** ... 102
Hayes, P. M., Jenkins, J. J. and Walker, B. J. **Reliability of the Flesch Readability Formulas** ... 22
Jenkins, W. L., Mains, L. O. and Rigler, D. **Influence of Friction in Making Settings on a Linear Scale** ... 434
Johnson, R. H. and Bond, G. L. **Reading Ease of Commonly Used Tests** ... 319
Jones, F. N. and Smith, C. J. **Visual Skill and Performance in a Meat Packing Plant** 313
Jones, M. H. **The Adequacy of Employee Selection Reports** ... 219
Jurgensen, C. E. **Intercorrelations in Merit Rating Traits** ... 240
Jurgensen, C. E. **Overall Job Success as a Basis for Employee Ratings** ... 333
Kates, S. L. **Rorschach Responses, Strong Blank Scales, and Job Satisfaction Among Policemen** ... 249
Keating, E., Paterson, D. G. and Stone, C. H. **Validity of Work Histories Obtained by Interview** ... 6
Kephart, N. C. and Besnard, G. G. **Visual Differentiation of Moving Objects** ... 50
Kephart, N. C. and Mason, J. M. **Acuity Differences between the Two Eyes and Job Performance** ... 423
Kerr, W. A. **Accident Proneness of Factory Departments** ... 167
Klugman, S. F. **Spread of Vocational Interests and General Adjustment Status** ... 108
Layton, W. L. **An IBM Card Profile for the Strong Vocational Interest Blank** ... 415
Levine, A. S. **Construction and Use of Verbal Analogy Items** ... 105
Levine, A. S. **Minnesota Psycho-Analogies Test** ... 300
Link, H. C. and Freiberg, A. D. **To What Extent Have the American People Accepted Socialism?** ... 88
Lord, F., Cowles, J. T. and Cynamon, M. **The Pre-Engineering Inventory as a Predictor of Success in Engineering Colleges** ... 30
Mandell, M. M. **The Administrative Judgment Test** ... 145
Miller, H. K., Jr. **An Exploratory Study of Linear Interpolation** ... 367
Mitchell, M. B. and Rothe, H. F. **Validity of an Emotional Key on a Short Industrial Personality Questionnaire** ... 329
McCormick, E. J. **An Analysis of Visual Requirements in Industry** ... 54
Nahm, H. **A Follow-Up Study on Satisfaction with Nursing** ... 343
Navran, L. **The Super-Roper Technique as a Measure of Interest in Nursing** ... 417
Nesberg, L. S. and Smith, K. U. **Measurement of a Complex Psychomotor Performance by Means of a Printed Test** ... 309
Owens, W. A. **An Aptitude Test for Veterinary Medicine** ... 295
Owens, W. A., Jr. **A Difficult New Test of Mechanical Comprehension** ... 77
Page, H. E. **A Note on Norms for the Purdue Industrial Mathematics Test and the Adaptability Test** ... 306
Pashalian, S. and Crissy, W. J. E. **How Readable Are Corporate Annual Reports?** ... 244

Paterson, D. G. **Report on the Journal of Applied Psychology for 1949** 285
Peatman, J. G. and Hallonquist, T. **Geographical Sampling in Testing the Appeal of Radio Broadcasts** 270
Poruben, A., Jr. **A Test Battery for Actuarial Clerks** 159
Pronko, N. H. and Herman, D. T. **Identification of Cola Beverages. IV. Postscript** 68
Prothro, E. T. and Perry, H. T. **Group Differences in Performance on the Meier Art Test** 96
Ramond, C. K., Rachal, L. H. and Marks, M. R. **Brand Discrimination among Cigarette Smokers** 282
Romney, A. K. **The Kuder Literary Scale as Related to Achievement in College English** 40
Ross, S. **A Study of Shooting Glasses by Means of Firing Accuracy** 118
Rothe, H. F. **Use of an Objectivity Key on a Short Industrial Personality Questionnaire** 98
Smith, A. J. **Menstruation and Industrial Efficiency. I. Absenteeism and Activity Level** 1
Smith, A. J. **Menstruation and Industrial Efficiency. II. Quality and Quantity of Production** 148
Stern, B. **Upper versus Lower Case Copy as a Factor in Typesetting Speed for Linotype Trainees** 351
Travers, R. M. W. and Wallace, W. L. **Inconsistency in the Predictive Value of a Battery of Tests** 237
Wagner, R. F. **Critical Requirements for Dentists** 190
Wallace, S. R., Jr. and Whitney, A. G. **The Prediction of Persistency in Premium Payment** 131
Weitz, J. **Verbal and Pictorial Questionnaires in Market Research** 363
Wesley, S. M., Corey, D. Q. and Stewart, B. M. **The Intra-Individual Relationship between Interest and Ability** 193
Wiener, D. N. and Simon, W. **Personality Characteristics of Embalmer Trainees** ... 391
Williams, A. C., Jr. and Roscoe, S. N. **Evaluation of Aircraft Instrument Displays for Use with the Omni-Directional Radio Range (VOR)** 123
Woods, W. A. and Boudreau, J. C. **Design Complexity as a Determiner of Visual Attention Among Artists and Non-Artists** 355

Book Reviews

Allport's The Individual and His Religion: Paul E. Meehl 451
Anastasi and Foley's Differential Psychology: Gladys C. Schwesinger 444
Bellows' Psychology of Personnel in Business and Industry: Albert S. Thompson 136
Bellows and Rush's Workbook in Personnel Methods: Albert S. Thompson 448
Bennett and Cruikshank's A Summary of Clerical Tests: Donald E. Super 214
Boynton's Selecting the New Employee: Robert N. McMurry 214
Brouwer's Student Personnel Services in General Education: Milton E. Hahn 72
Calhoon's Problems in Personnel Administration: Albert S. Thompson 444
Cavan, Burgess, Havighurst, and Goldhamer's Personal Adjustment in Old Age: Albert R. Chandler 217
Chapanis, Garner, and Morgan's Applied Experimental Psychology. Human Factors in Engineering Design: Jack W. Dunlap 213
Drake and Drake's A Human Relations Casebook for Executives and Supervisors: Albert S. Thompson 287
Flesch's The Art of Readable Writing: James J. Jenkins 71
Gilbert and Weitz's Psychology for the Profession of Nursing: Helen Nahm 139

Hoppock's Group Guidance; Principles, Techniques, and Evaluation: Milton E. Hahn 290
Hovland, Lumsdaine, and Sheffield's Experiments on Mass Communication. Studies in Social Psychology in World War II, Vol. III: Allen L. Edwards 139
Libo's Attitude Prediction in Labor Relations—A Test of Understanding: Edwin E. Ghiselli 371
Massing's Rehearsal for Destruction: Harrison G. Gough 447
Mathewson's Guidance Policy and Practice: Donald E. Super 141
McCord and Witheridge's Odors: Physiology and Control: Josef Brozek 447
Mossin's Selling Performance and Contentment in Relation to School Background: Daniel Raylesberg 287
Pease's Machine Computation of Elementary Statistics: Kenneth E. Clark 213
Prentice-Hall, Inc. The New Cure for White Collar Unrest: Clifford E. Jurgensen 138
Pressey's Educational Acceleration: Appraisals and Basic Problems: John W. Gustad 448
Reynolds and Shister's Job Horizons: C. E. Jurgensen 70
Schramm's Mass Communications: Alfred C. Welch 446
Stuit, Dickson, Jordan, and Schloerb's Predicting Success in Professional Schools: Barbara A. Kirk 445
Super's Appraising Vocational Fitness: J. R. Wittenborn 136
Tinkelman's Difficulty Prediction of Test Items: Charles I. Mosier 452
Van Der Lugt's V. D. L. Adult Psychomotor Test Series for the Measurement of Manual Ability and V. D. L. Psychomotor Test Series for Children for the Measurement of Manual Ability: Robert H. Seashore 371
Vernon and Parry's Personnel Selection in the British Forces: Dewey B. Stuit 288
Wagner's Selective Job Placement: A. A. Canfield 70
Ward's Out-of-School Vocational Guidance: Fred M. Fowler 450
Warner, Gardner, Henry, and Haggard's Identifying and Developing Potential Leaders: Ralph R. Canter, Jr. 289
Weitzman and McNamara's Constructing Classroom Examinations—A Guide for Teachers: Walter W. Cook 216
Weston's Sight, Light and Efficiency: Miles A. Tinker 449
Williamson's Trends in Student Personnel Work: Albert S. Thompson 72

Miscellaneous

New Books, Monographs, and Pamphlets 74, 143, 218, 292, 373, 454